

NOW PROVE IT YOURSELF!

Thank you for accepting our challenge. We're so sure that this well-known cigarette will deliver as much smoking satisfaction as your current brand, that we'd like you to prove it yourself.

Smokers in our product opinion laboratory have told us that this well-known cigarette provides:

- Smooth and satisfying flavor
- The highest quality
- Enjoyable taste

Of course, the only taste that counts is your own. So, rather than just tell you about it, we're giving you a couple of packs to conduct your own taste test.

In a few days, we'll tell you the brand name of these cigarettes, and a fact about them that will impress you!

Yours truly,



Bill Dolan
Director
Public Opinion Center

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